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ABSTRACT

In 1982, a study was conducted to obtain information from businesses, industries, and agencies in Walworth County that would assist Gateway Technical Institute (GTI) in providing programs and services to meet employers' manpower needs. Surveys were administered to 133 businesses and industries, requesting information on the firms' characteristics, special high technology training needs, plans for expansion, training provided on-site, interest in cooperative training programs with GTI, and evaluation of GTI-trained personnel. Study findings, based on a 78% response rate, included: (1) 33% of the employers planned to expand their production, facilities, or workforce within the next five years, while 49% planned no expansion; (2) to encourage employers to improve their skills, 33% offered tuition reimbursement, 23% provided in-house courses, and 14% arranged for release time; (3) 61% preferred on-the-job training for their employees, while 21% preferred in-service seminars; (4) 47% of the firms said they would consider implementing supervisory training/development programs with GTI assistance; (5) 73% did not contact the GTI Placement Office when they had job openings; and (6) 34% felt that publicity concerning GTI program offerings should be increased, 32% indicated that more short-term programs should be offered, and 29% felt that outreach sites should be used more extensively as ways of improving GTI's role in employee preparation. Recommendations and the questionnaire are included. (DAB)

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GATEWAY TECHNICAL INSTITUTE

Serving Kenosha, Racine, and Walworth Counties

WALWORTH COUNTY EMPLOYER NEEDS ASSESSMENT STUDY

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WALWORTH COUNTY EMPLOYER NEEDS ASSESSMENT STUDY

---**Research and Planning Services**
Gateway Technical Institute
February, 1983

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I. PURPOSE OF THE STUDY

The major purpose of this study was to determine from businesses, industries and agencies in Walworth County how Gateway Technical Institute could attract their employees to better serve their manpower needs. In addition, this study attempted to identify what service(s) Gateway can offer to meet training needs and determine what direction employers are taking in enabling employees to update their skills.

A. Objectives of the study were to:

1. Identify new and expanding occupations/jobs to be considered for training.

2. Identify future plant expansion and possible effects on training programs.

3. Give employers an opportunity to communicate about the educational services available and their future needs.

4. Determine how employers and Gateway can cooperatively meet the needs of Walworth County.

5. Determine the present source of training needs.

6. Recommend programs and services that could meet employer training needs.

II. METHODOLOGY

A listing of Walworth County employers was prepared from the DIALOG Information System. The list included: 63 manufacturers with 20 or more employees; 8 health care facilities licensed by the State of Wisconsin; 6 large resorts; 11 financial institutions; and 58 non-manufacturing establishments; i.e., utilities, retailers, and agri-businesses.

The questionnaire was reviewed by the Walworth County Educational Development Committee and members of the Gateway Administrative Cabinet for additional suggestions and comments. The responses from these groups were helpful in developing the final draft of the questionnaire used in the survey.

The first mailing of 146 surveys was distributed on October 18, 1982. Allowing for factors of duplication, non-existent status, and no forwarding address, the list was revised to 133 for the second mailing. The first mailing resulted in a 35 percent return. Note Exhibit A, Cover Letter and Survey, page 26.

The second mailing was made November 4, 1982 and resulted in a total return of 60 percent. Note Exhibit B, Cover Letter and Survey, page 32.

Early in the discussion stage of this study, both James Pierce, Director of Community Services, and Kenneth Mills, Director of Instructional Services, recommended that coordinators from these divisions be utilized in the follow-up of non-respondents with a personal interview. In an attempt to derive a greater response, a reminder postcard was mailed November 22, 1982 to non-respondents for three purposes; i.e., requested return of the completed survey, requested that if they had misplaced their survey to please call Gateway for another one, and to alert non-respondents that a member of the Gateway staff would attempt to schedule a personal interview with them. Note Exhibit C, Reminder Notice, page 38.

A packet of interview materials was prepared by Research and Planning Services for 15 coordinators identified by Pierce and Mills. The packet contained a cover letter, suggested procedures, a list of non-respondents, survey forms, and self-addressed return envelopes. Note Exhibit D, Suggested Procedure, page 39.

Coordinators were assigned no more than four non-respondents each. The assignments were made wherever possible in direct relationship to the coordinators' program responsibility; i.e., business, health, industrial, home economics, etc. The interview follow-up was scheduled in December with completion by December 22, 1982.

The total population used in the survey was 133 businesses and industries in Walworth County. One hundred four (104) or 78 percent of the surveys were returned.

III. RESULTS

As is common with most surveys, not all questions were answered by every respondent. In some cases, the respondents checked several answers. See Table 1 - Number of Employees of Respondents, page 3.

TABLE 1

Number of Employees of Respondents

Number of Employees	Number of Respondents
0 - 10	20
10 - 20	15
20 - 30	9
30 - 40	11
40 - 50	3
50 - 60	3
60 - 70	3
70 - 80	7
80 - 90	3
100 - 200	9
200 - 300	3
300 - 400	5
500 - 1,000	3
Over 1,000	1
TOTAL	95
No Response	9

The ninety-five (95) respondents included small, medium and large employers ranging from less than 10 to over 1,000 employees. Fifty-eight (58) percent of the respondents employ 40 or less employees.

TABLE 2

Titles of Persons Who Responded to the Survey

Titles	Number
Administrator/Administrative Assistant	8
Bookkeeper/Cashier	2
Customer Representative/Purchasing Agent	1
Director of Training	4
General Manager	15
Owner	3
Personnel Director/Industrial Relations Manager	22
Plant Supervisor	5
President	19
Secretary/Treasurer/Comptroller	6
Vice President	10
TOTAL	95
No Response	9

The ninety-five (95) respondents, it appears, represent a level of management that would be knowledgeable about their company's operation and future; i.e., 59 percent were presidents, general managers, and personnel managers who supplied data for the study.

TABLE 3 - Question 9

Principal Function of Businesses

Type	Number
Agricultural Services	8
Advertising	0
Banking and Finance	8
Communications	3
Construction	2
Education	2
Entertainment and Recreation	2
Food, Dairy, and Drink	5
Government - Federal, State, Local	1
Health - Hospital, Medical, Dental	5
Hotel/Motel	2
Industrial/Manufacturing	40
Insurance	1
Marine Services	2
Printing	2
Professional - Other Than Services	0
Real Estate	1
Retailing - Other Than Food, Dairy, and Drink	10
Service Establishment	3
Transportation	2
Utilities	3
Wholesaling	2
Other	0
TOTAL	104
No Response	0

The cross-section of businesses responding; i.e., agriculture, finance, recreation, health, retailing, manufacturing, tourism, etc., indicates a good sample of the needs of Walworth County businesses and industries. With industrial and manufacturing representing 38.4 percent of the respondents, it would appear a large segment of business activity in Walworth County is represented in this study.

TABLE 4 - QUESTION 10

New Technological Advances Anticipated in the Next Few Years Requiring Special Training

Type	Number
Word Processing	34
Lasers	0
Robotics	7
Microcomputers	36
Other: -Waste Water treatment (2) -Technological advances in tool and die techniques -Metal processing technologies -Silk screening classes -CRT systems tied into main computer	5

The response to word processing and microcomputers as new technological advances anticipated in the next five years requiring special training should not come as any surprise. If business and industry is to be cost effective and competitive in the future, awareness and utilization of sophisticated information systems; i.e., word processing and microcomputers, need to be addressed.

TABLE 5 - Question 11

Firms Planning Expansion of Production, Facilities, or Workforce in the Future

No Expansion Planned	51
Expansion Planned This Year	7
Expansion Planned Next Two Years	15
Expansion Planned Next Five Years	11
Expansion Planned Next Ten Years	1
Other Expansion	5
Other:	3
-As technological advances require it (2)	
-A turn-around in the economy	—
TOTAL	93
No Response	11

The downturn of the economy has probably had an effect for delaying expansion plans for the short run; 49 percent do not plan expansion. A turn around in the economy will probably bring some type of expansion in the next five years; thirty-three (33) opted to identify expansion this year, the next two years and the next five years.

TABLE 6 - Question 12

Expansion of Workforce and Approximate Number of Employees and Job Titles Affected If Firm Plans Expansion

Job Titles	Number
Advertising	1
Accountant	2
Assembler	70
Bookkeeper/Teller	5
Blue Collar Worker	15
Compositor	2
Data Processing	4
Engineering	3
Environmental Personnel	4
Foundry Worker	2
Food Service	31
Industrial Sales	4
Investment/Loan Officer	2
Maids	5
Machine Operator	16
Molder	2
Nursing Personnel (RN and LPN)	19
Production Line Worker	48
Press Operator	4
Sewing Operator	6
Shipping Worker	6
Silk Screen Printer Trainees	2
Tool and Die Injection Technician	5
Welder	4
Secretary	2
Support Staff	23
Salesperson	15
TOTAL	308

It appears that expansion of the workforce in Walworth County would generate need for training programs to update existing job skills and/or develop new job skills. The largest expansion would be in industrial jobs with 51 percent followed by food service, 41 percent; support staff, 7 percent; health, 6 percent; sales, 6 percent; business, 5 percent; and approximately 15 percent made up of jobs unique to specific industries in Walworth County.

Gateway's present educational programs should be able to contribute to many of the training needs of an expanding workforce in Walworth County.

TABLE 7 - Question 13

Firms that Encourage Employees To Upgrade Their Job Skills

56 - Offer tuition reimbursement.

23 - Provide release time from work to attend.

5 - Share release time between company and employee.

39 - Provide internal courses on company time.

23 - Expect employee to be involved in training after work hours.

22 - Other:
- 13 - On-the-job training.
- 5 - Correspondence programs.
- 2 - Wisconsin Bankers Association.
- 1 - Local associations.
- 1 - None now being done.

From the many responses, it apears that Walworth County employers have taken the initiative to encourage their employees to improve and update employment skills by offering tuition reimbursement (33%), providing release time from work (14%), providing internal courses on company time (23%), sharing release time between employees and company (3%). Many employers expect employees to be involved in training after work hours (14%).

TABLE 8 - Question 14

Type of Training Preferred by Firms

96 - On-the-job training.

33 - In-service seminars.

20 - Mini courses.

8 - Other:
- 1 - Classes at Gateway.
- 1 - Extension courses.
- 1 - Off-location seminars.
- 2 - Dealer association seminars.
- 1 - Weekly staff meetings.
- 1 - Apprentice training, tool and die, maintenance, drafting.
- 1 - No specific training required.

The type of training performed by the firms that responded varied considerably with on-the-job training by far the largest type (61%). A rationale for preference of on-the-job training would indicate that if the cost of training is to be effective and meaningful, the employer desires to provide the facility and give direction to the type of training to meet specific needs.

As a follow-up to their response, Gateway would have an excellent opportunity to cooperate with Walworth County employers in identifying training needs and educational options available.

TABLE 9 - Question 15

Type of Training Programs Companies Operate on a Formal Basis

19 - Apprenticeship

34 - Supervisory training

23 - Technical training

10 - Plant supervision

28 - Job upgrading

28 - Safety

6 - Other:
- 1 - Hygiene, medical related
- 1 - Computer operation
- 1 - Product knowledge training
- 1 - High School - vocational training
- 1 - Responsibility training
- 1 - Nothing formal

The responses indicate that business and industry in Walworth County actively participate in various types of training on a formal basis for which Gateway and other Wisconsin technical schools do presently provide educational programs.

TABLE 10 - Question 16

Reasons for Providing Training

18 - Unique Product

61 - Skill Development

13 - Convenience

36 - Supervisor Development

5 - Other:
- 1 - Changes in Technology
- 1 - Stated federal regulations
- 1 - Better sales
- 2 - Customer service

The reasons for providing training; i.e., skill development and supervisor development (approximately 72 %), should be another basis for dialogue with Walworth County businesses and industries to cooperatively develop training programs.

TABLE 11 - Question 17

Type of Training to be Considered Continuing or Implementing with Gateway Assistance

11 - Apprenticeship

30 - Supervisor Training

35 - Technical Training

7 - Plant Supervision

24 - Job Upgrading

29 - Supervisor Development

4 - Other:
- 1 - Construction
- 1 - Safety
- 1 - Technical Training
- 1 - None

The types of training identified to be considered with Gateway assistance; i.e., supervisory training/development (47%), apprenticeship (8%), technical training (25%), are available through Gateway or other Wisconsin technical schools.

TABLE 12 - Question 18

Number of Firms that Contact Gateway Placement Office for Job Openings

20 - Yes

73 - No

Comments:
- -Good sugestion
- -Will in the future
- -Weren't aware of it
- -Unique skills required at our company
- -Job Service is contacted
- -No need now
- -Usually filled by word of mouth

With 73 or 78 percent of the firms indicating "no" to contacting Gateway's Placement Office for openings, there appears to be a need for a concerted effort by the Gateway Technical Institute Placement Office to make Walworth County employers aware of placement services at Gateway and other VTAE schools.

TABLE 13 - Question 19

Number of Firms that have Employees with Expertise to Teach or Act as Resource Persons

33 - Yes

34 - No

12 - Maybe

While this study was directed to the needs of Walworth County businesses and industries, an offshoot that has surfaced is the possible availability of part-time teachers and resource persons for the educational programs at Gateway. The large number of positive and undecided responses (57%) could be interpreted as support for the educational programs at Gateway.

TABLE 14 - Question 20

Firms Willing to Share Equipment With Gateway for Student Training

21 - Yes

61 - No

5 - Maybe

Comments: -Liability would be a factor

The large negative response to this question (70%) may indicate several reasons that are understandable; i.e., legal liability in case of accident, and scheduling and production problems. There was, though, a group of firms who responded positively (30%) indicating a willingness that could strengthen the educational program at Gateway with shared equipment.

TABLE 15 - Question 21

Best Time for Gateway to Offer Workshops and Classes to Benefit Employees of Walworth County Business and Industry

Time of Day	Time of Year
8 - Morning (8 a.m. - 12 noon)	33 - Spring
14 - Afternoon (1 p.m. - 3:30 p.m.)	13 - Summer
21 - Late Afternoon (3:30 p.m. - 6 p.m.)	44 - Fall
62 - Evening (6 p.m. - 10 p.m.)	45 - Winter
13- Saturday (8 a.m. - 12 noon)	

The best time identified by employers; i.e., Spring, Fall, and Winter, evening and late afternoon (70%), may also be the best time for scheduling at Gateway. Whether these times would be best for the students remains to be seen at time of enrollment.

TABLE 16 - Question 22

Could Gateway Provide Your Firm With Specific Promotional Materials on Training Programs Conducted at Gateway or other Vocational, Technical and Adult Education Schools

58 - Yes

28 - No

23 - Maybe

It is apparent from the positive responses (53%) that Gateway's Public Information Office needs to strengthen the distribution of specific promotional materials about the educational programs at Gateway and other vocational, technical and adult education schools.

TABLE 17 - Question 23

Interest in Some Type of Internship or Work Experience with Students and Faculty at Gateway

26 - Yes

41 - No

11 - Maybe

Whether it be the time of the year or the lack of understanding of how an internship or work experience program can benefit employers, students and faculty at Gateway, businesses and industries in Walworth County, at this time have not shown any large interest in an internship or work experience program. The number of positive and undecided responses could be a basis for an awareness program about some type of internship or work experience program with both students and faculty.

TABLE 18 - Question 24

Educational Sources Utilized in Meeting Training Needs

35 - Gateway Technical Institute

30 - Manufacturer (Vendor) Schools

11 - Proprietory Schools

12 - University of Wisconsin - Madison

12 - University of Wisconsin - Whitewater

15 - University of Wisconsin - Extension

8 - American Management Association

15 - Other:
- 1 - Association of Building Contractors
- 1 - Private Consulting Firms
- 1 - Auto Dealer Association
- 3 - U.S. League of Savings Association
- 1 - Dept. of Administration, State of Wis.
- 1 - Trade Associations
- 1 - Technical Schools
- 1 - Department of Natural Resources
- 1 - American Banking Association
- 1 - Job Service
- 2 - None have been used
- 1 - Employee has choice

It would appear from the involvement of Walworth County businesses and industries in educational programs to meet training needs that Gateway personnel would already have some support for dialogue to explore educational courses to meet the training needs of Walworth County employers.

It is interesting to note that the list of educational sources shows that Gateway has the highest frequency.

TABLE 19 - Question 25

How Gateway Can Improve its Role in Preparing Students for Employment

24 - Provide more short-term program offerings

22 - Provide more program offerings at outreach locations

4 - Increase length of training

26 - Increase publicity concerning program offerings

Comments: Provide programs that are current.
Make students pay greater share (their own way).
Don't have two-year waiting lists.

The suggestions for Gateway to improve its role in preparing students for employment reflect increase publicty (34%), short-term offerings (32%), and more program offerings at outreach locations (29%). The suggestions made are another incentive to enter into dialogue for meeting the needs of Walworth County businesses and industries.

TABLE 20 - Question 26

Would You Like to Have a Gateway Coordinator Visit You to Discuss Training Needs?

18 - Yes

61 - No

3 - Not at this time

Comments: I talk to L. Larson regularly.
Would have to consider this for the future.
Not now but later when computer is installed; i.e., summer of 83.

While there appears a hesitancy to have coordinators visit with employers relative to training needs, other responses would indicate that the interest of Gateway personnel to meeting the needs of Walworth County businesses and industries should be a challenge for the institution and employers.

TABLE 21 - Question 27

Employer of People Who Have Received Training at Gateway

46 - No

33 - Yes

5 - Not sure

Positions

Retail Sales
Secretaries
Drafting
Nursing Personnel (RN and LPN)
Cashiers/Tellers
Mechanics
Machine Operators
Accountants
Computer Programmers
Ward Clerks
Floral Designers
Welders
Factory Production
Dietary Personnel
Nursing Assistants
Apprentices
Office - Typists, Bookkeepers

While 55 percent of the firms indicated they are not employers of people who have received training at Gateway, there were 45 percent who probably were employers of people who received training at Gateway. The positions identified would indicate that the educational programs at Gateway are meeting some of the needs of Walworth County businesses and industries.

TABLE 22 - Question 28

Opinion of How Well Gateway Students were Prepared

4 - EXCELLENT (student is capable of maximum productivity with minimum of on-the-job training)

23 - ABOVE AVERAGE (student requires some specialized training from the employer in certain aspects of the job)

12 - AVERAGE (student is generally capable of doing the job)

0 - BELOW AVERAGE (student needs training because subject matter learned at the school is not adequate

2 - POOR (student must learn much on the job that is not taught at the school)

With 95 percent of the employers indicating Average or Above Average opinions of Gateway training, attention needs to be given to the other 5 percent to identify reasons for the less than average preparation.

IV. SUMMARY

The large response to the survey (78 percent) is considered more than adequate for identifying common needs of businesses and industries in Walworth County. The size of the employers represents good cross-section of Walworth County employers. The respondents included small, medium and large size employers and represented upper level management people who are considered knowledgeable about the firm's operation.

Expansion plans in the short run are affected by the depressed economy. It would be expected that with the economy turning around, expansion plans for the long run will continue. Expansion of the work force again depending on a turn around in the economy will generate need for training programs with industrial jobs the greatest need followed by food service, support staff, health, sales and business. Gateway's present educational programs will be able to contribute to the training needs of an expanding work force in Walworth County.

Walworth County employers have taken the initiative in encouraging their employees to update their job skills with tuition reimbursement, release time, etc. Many employers expect employees to become involved in training after work hours. On-the-job training is the most preferred existing type of training followed by in-service seminars and mini-courses. Supervisor training and apprenticeship are the most common types of programs companies operate on a formal basis. Skill development and supervisory development are major reasons for providing training followed by training for unique products.

Gateway can be of greatest assistance to Walworth County businesses and industries with training in apprenticeship, technical training, and supervision courses. The response for training in microcomputers and word processing should not come as a surprise.

There appears to be a need for a concerted effort by Gateway's Placement Office to make Walworth County employers more aware of placement services at Gateway and other VTAE schools.

There was a favorable response by businesses and industries in identifying employees who have expertise to teach or act as resource persons in the educational programs at Gateway.

There is a reluctancy of business and industry to share equipment with Gateway for student training. There were several firms who did favor sharing equipment.

The best time to offer classes may indicate times which may also be best for Gateway as well. Whether these times would be best for the student remains to be seen at the time of enrollment.

There is a need for Gateway's Public Information Office to strengthen distribution of specific promotional materials about educational programs at Gateway and other vocational, technical and adult education schools.

Employers in Walworth County who responded to this question did not indicate any large interest in internship or work experience programs with students and faculty. There were, though, several firms that did indicate interest. Internship with secretarial science students has been experienced with employers in Walworth County.

Of the different educational sources utilized in meeting training needs, Gateway had the highest frequency of utilization. This could be interpreted as support for the educational programs at Gateway.

Gateway can improve its role in preparing students for employment with increased publicity, more short term program offerings, and more program offerings at outreach centers.

There appears to be a reluctancy on the part of business and industry to having coordinators visit them to discuss training needs.

Those employees identified by employers who have received training at Gateway have been in positions common to educational programs at Gateway; i.e., sales, clerical, data processing, health, trade and industry.

For the most part, it is the opinion of employers in Walworth County that Gateway students are average or above average in preparation for entry level jobs.

V. CONCLUSIONS

A. It is apparent from the responses that:

1. Gateway Technical Institute has been involved in educational programming with Walworth County businesses and industries.

2. Gateway needs to make employers aware of Gateway placement services.

3. Greater emphasis should be given to distributing promotional materials about specific programs.

4. The concept of internship/work experience has not received favorable response with the exception of secretarial science students.

5. Scheduling time of future workshops and seminars should be convenient to both Gateway and employers in Walworth County.

6. There is a reluctancy to sharing equipment with Gateway in student training.

B. It was encouraging to note that the responses of Walworth County businesses and industries have:

1. Indicated interest in training programs directed to skills in high technology; i.e., word processing and microprocessing.

2. Utilized educational sources in meeting training needs of which Gateway was most utilized.

3. Identified members of their staff to teach part-time or act as resources persons for Gateway programs.

While many employers did not indicate enthusiasm for visits by coordinators, there were a number of employers who did respond favorably to future visits by coordinators of Community and Instructional Services.

It would be expected that a turn around in the economy would probably have a positive effect for Walworth County businesses and industries; i.e., expansion would proceed with original plans, production and employment

would adjust to the turn around, training for new and existing job skills would need to be addressed.

The posture of Gateway now and when the economic turn around takes place is to:

(1) Continue to give immediate attention to needs of employers.

(2) Continue to give leadership in the educational community.

(3) Continue to participate with other services in Walworth County in meeting the educational needs of Walworth County residents.

VI. RECOMMENDATIONS

Review of the results and summary indicates the following recommendations be given consideration for meeting the needs of Walworth County employers and employees:

A. Expand Offerings in the District Through Programs and Courses

1. Microcomputers
2. Word Processing
3. Robotics

B. Placement Services

Information about the services of the Gateway Placement Office needs to be emphasized.

C. Course Offerings - Time

Scheduling, where feasible, should consider afternoon and evening classes as indicated by industry.

D. Educational Program Materials

Emphasis for distribution of promotional materials about Gateway and other vocational, technical and adult education schools needs to be given attention.

E. Work Experience and Internship Program

Because of the interest and undecided response, it is recommended that the work experience and internship program be expanded to include other programs with sufficient interest.

F. Educational Programming

To enable Gateway to improve its role in preparing students for employment, it is recommended that attention be given to more short term program offerings, more program offerings in outreach locations, and increased publicity about program offerings and services.

G. Job Entry Skills

Employer surveys should be reviewed by coordinators relative to improving programs or services offered.

EXHIBIT A

GATEWAY TECHNICAL INSTITUTE
Equal Opportunity Employer/Program

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Racine, WI 53403
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Elkhorn Campus
E. Centralia St. & Hwy. H
Elkhorn, WI 53121
Phone: (414) 723-5390

WGTD - FM 91.1
3520 - 30th Avenue
Kenosha, WI 53141
Phone: (414) 552-9483

Keith W. Stoehr
District Director & President

October 18, 1982

Gateway is interested in providing more and better services to Walworth County businesses and industries. In order to do this, we will need some information from you to help the Gateway staff identify the directions employers are taking so that training courses can be developed to give employees the opportunity to upgrade their occupational skills.

Your participating in completing the attached questionnaire will enable our staff the opportunity to review a cross-section of responses that would be helpful in guiding the future educational programs that will meet the needs of Walworth County businesses and industries. In order to gain as many responses as possible for the study, an effort will be made, by personal follow-up, to contact those businesses and industries that do not respond within 10 days of this letter.

It is estimated that it would take approximately 20 to 25 minutes to complete the data requested on the questionnaire. A stamped, self-addressed envelope is provided for your convenience in returning the questionnaire to Gateway.

If you have any questions relative to this study, our staff would be happy to discuss them with you. Please call Research & Planning Services at Gateway's Kenosha Campus - 656-6955.

Sincerely,

Keith W. Stoehr

Keith W. Stoehr
District Director

eeb

Attachment

EMPLOYER NEEDS ASSESSMENT
WALWORTH COUNTY

1. Name and Title of Person Responding: _____

_____

2. Organization Name: _____

3. Mailing Address: _____

_____ ZIP _____

4. Telephone Number: _____

5. Number of Employees: _____

6. Name of President: _____

7. Name of Personnel Manager: _____

8. Person or position typically responsible for staff development and training:

_____

9. Please check the area that best described the <u>principal function</u> of your place of business:

___ Agricultural services
___ Advertising
___ Banking and finance
___ Communications
___ Construction
___ Education
___ Entertainment and recreation
___ Food, dairy, and drink
___ Government - federal, state, local
___ Health - hospital, medical, dental
___ Hotel/motel
___ Industrial/manufacturing
___ Insurance
___ Marine services
___ Printing
___ Professional - other than medical services
___ Real estate
___ Retailing - other than food, dairy, and drink
___ Service establishment
___ Transportation
___ Utilities
___ Wholesaling
___ Other (please specify): _____

_____

10. What new technological advances do you anticipate in your business within the next few years which will require special training and how will this affect your operation?

___ WORD PROCESSING
Comment: _____

___ LASERS
Comment: _____

___ ROBOTICS
Comment: _____

___ MICROCOMPUTERS
Comment: _____

___ Other (please specify): _____

11. Does your firm plan to expand production, facilities, or workforce in the future? (Please check one.)

___ No expansion planned
___ Expansion planned this year
___ Expansion planned next two years
___ Expansion planned next five years
___ Expansion planned next ten years
___ Other expansion (please comment): _____

12. If your firm plans to expand its workforce, please identify approximate number of employees to be affected and job titles:

Job Title	Number of Employees
_____	_____
_____	_____
_____	_____

13. Does your firm encourage employees to upgrade their job skills? If so, how:

___ Offering tuition reimbursement
___ Providing release time from work to attend
___ Sharing release time between company and employer
___ Providing internal courses on company time
___ Expect employee to be involved in training after work hours and at own expense
___ Other (please specify): _____

14. What type of training does your firm perform?

___ On-the-job training
___ In-service seminars
___ Mini-courses
___ Other (please specify):_____

15. What type(s) of programs does your company operate on a formal basis?

___ Apprenticeship
___ Supervisory training
___ Technical training
___ Plant supervision
___ Job upgrading
___ Safety (fire or industrial)
___ Other (please specify):_____

16. What are the reasons for providing training?

___ Unique product
___ Skill development
___ Convenience
___ Supervisor development
___ Other (please specify):_____

17. With the assistance of Gateway, which of the following training programs would you consider continuing or implementing:

___ Apprenticeship
___ Supervisory training
___ Technical training
___ Plant supervision
___ Job upgrading
___ Supervisor development
___ Other (please specify):_____

18. Does your firm contact Gateway's Placement Office when you have a job opening?

___ Yes ___ No

Comment:_____

19. Do you have anyone in your firm that has the expertise to teach a class or act as a resource person for a class at Gateway?

_____

_____

Would your firm be willing to share equipment with Gateway for student training:

____ Yes ____ No

Comment: _____

If Gateway were to offer workshops and classes that were to benefit employees of your organization, what would be the best time for them to be offered?

TIME OF DAY

____ Morning (8 a.m. - 12 noon)
____ Afternoon (1 p.m. - 3:30 p.m.)
____ Late Afternoon (3:30 p.m. - 6 p.m.)
____ Evening (6 p.m. - 10 p.m.)
____ Saturday (8 a.m. - 12 noon)

TIME OF YEAR

____ Spring
____ Summer
____ Fall
____ Winter

Could Gateway provide your firm with specific promotional materials on training programs conducted at Gateway or other vocational, technical and adult education schools?

____ Yes ____ No

Would your firm be interested in some type of internship or work experience program with students or faculty of Gateway ?

____ Yes ____ No

When considering employment training, what educational sources has your firm utilized in meeting needs?

____ Gateway Technical Institute
____ Manufacturer (vendor) schools -
Please specify: _____
____ Proprietory schools -
Please specify: _____
____ University of Wisconsin - Madison
____ University of Wisconsin - Whitewater
____ University of Wisconsin - Extension
____ American Management Association -
Please specify: _____
____ Other (please specify): _____

How can Gateway improve its role in preparing students for employment:

____ Provide more short-term program offerings
____ Provide more program offerings at outreach locations
____ Increase length of training
____ Increase publicity concerning program offerings

Would you like to have a Gateway Technical Institute coordinator visit you to discuss training needs?

____ Yes ____ No

Comment: _____

Have you employed persons who have received their training from Gateway?

____ Yes ____ No If yes, what positions: _____

If yes, what is your opinion of how well the Gateway students were prepared for employment:

____ Excellent (student is capable of maximum productivity with minimum of on-the-job training)

____ Above average (student requires some specialized training from the employer in certain aspects of the job)

____ Average (student is generally capable of doing the job)

____ Below Average (student needs training because subject matter learned at the school is not adequate)

____ Poor (student must learn much on the job that is not taught at the school)

Thank you for your participation in the survey. Please return the questionnaire the enclosed self-addressed envelope.

EXHIBIT B

GATEWAY TECHNICAL INSTITUTE
Equal Opportunity Employer/Program

District Office
Kenosha Campus
3520 - 30th Avenue
Kenosha, WI 53141
Phone (414) 656-6900

Racine Campus
1001 South Main Street
Racine, WI 53403
Phone (414) 631-7300

Elkhorn Campus
E. Centralia St. & Hwy. H
Elkhorn, WI 53121
Phone (414) 723-5390

WGTD - FM 91.1
3520 - 30th Avenue
Kenosha, WI 53141
Phone (414) 552-9483

Keith W. Stoehr
District Director & President

SECOND REQUEST

November, 1982

On October 18, 1982, Gateway Technical Institute mailed a survey to 140 businesses and industries in Walworth County for the purpose of determining what future educational programs should be considered to meet the needs of Walworth County businesses.

As of this date, your completed survey has not been received. We want to include your needs with the data of the other businesses in Walworth County as we prepare our final report.

Would you please complete the attached survey within the next ten days. Sometime in the middle of November, Gateway coordinators will schedule follow-up interviews with non-respondents to gather survey data. Your returned survey will save us time with this process.

If you have any questions relative to this survey, please call me at (414) 656-6955.

Sincerely,

Nicholas J. Covelli

Nicholas J. Covelli, Ed.D.
Supervisor
Research & Planning Services

ceb

attachment

EMPLOYER NEEDS ASSESSMENT
WALWORTH COUNTY

Name and Title of Person Responding: _____

_____

Organization Name: _____

Mailing Address: _____

_____ ZIP _____

Telephone Number: _____

Number of Employees: _____

Name of President: _____

Name of Personnel Manager: _____

Person or position typically responsible for staff development and training:

_____

Please check the area that best described the <u>principal function</u> of your place of business:

____ Agricultural services
____ Advertising
____ Banking and finance
____ Communications
____ Construction
____ Education
____ Entertainment and recreation
____ Food, dairy, and drink
____ Government - federal, state, local
____ Health - hospital, medical, dental
____ Hotel/motel
____ Industrial/manufacturing
____ Insurance
____ Marine services
____ Printing
____ Professional - other than medical services
____ Real estate
____ Retailing - other than food, dairy, and drink
____ Service establishment
____ Transportation
____ Utilities
____ Wholesaling
____ Other (please specify): _____

_____

What new technological advances do you anticipate in your business within the next few years which will require special training and how will this affect your operation?

____ WORD PROCESSING
Comment: _____

____ LASERS
Comment: _____

____ ROBOTICS
Comment: _____

____ MICROCOMPUTERS
Comment: _____

____ Other (please specify): _____

Does your firm plan to expand production, facilities, or workforce in the future? (Please check one.)

____ No expansion planned
____ Expansion planned this year
____ Expansion planned next two years
____ Expansion planned next five years
____ Expansion planned next ten years
____ Other expansion (please comment): _____

If your firm plans to expand its workforce, please identify approximate number of employees to be affected and job titles:

Job Title	Number of Employees
_____	_____
_____	_____
_____	_____

Does your firm encourage employees to upgrade their job skills? If so, how:

____ Offering tuition reimbursement
____ Providing release time from work to attend
____ Sharing release time between company and employer
____ Providing internal courses on company time
____ Expect employee to be involved in training after work hours and at own expense
____ Other (please specify): _____

What type of training does your firm perform?

___ On-the-job training
___ In-service seminars
___ Mini-courses
___ Other (please specify):_____

What type(s) of programs does your company operate on a formal basis?

___ Apprenticeship
___ Supervisory training
___ Technical training
___ Plant supervision
___ Job upgrading
___ Safety (fire or industrial)
___ Other (please specify):_____

What are the reasons for providing training?

___ Unique product
___ Skill development
___ Convenience
___ Supervisor development
___ Other (please specify):_____

With the assistance of Gateway, which of the following training programs would you consider continuing or implementing:

___ Apprenticeship
___ Supervisory training
___ Technical training
___ Plant supervision
___ Job upgrading
___ Supervisor development
___ Other (please specify):_____

Does your firm contact Gateway's Placement Office when you have a job opening?

___ Yes ___ No

Comment:_____

Do you have anyone in your firm that has the expertise to teach a class or act as a resource person for a class at Gateway?

_____

_____

Would your firm be willing to share equipment with Gateway for student training:

____ Yes ____ No

Comment: _____

If Gateway were to offer workshops and classes that were to benefit employees of your organization, what would be the best time for them to be offered?

TIME OF DAY

____ Morning (8 a.m. - 12 noon)
____ Afternoon (1 p.m. - 3:30 p.m.)
____ Late Afternoon (3:30 p.m. - 6 p.m.)
____ Evening (6 p.m. - 10 p.m.)
____ Saturday (8 a.m. - 12 noon)

TIME OF YEAR

____ Spring
____ Summer
____ Fall
____ Winter

Could Gateway provide your firm with specific promotional materials on training programs conducted at Gateway or other vocational, technical and adult education schools?

____ Yes ____ No

Would your firm be interested in some type of internship or work experience program with students or faculty of Gateway ?

____ Yes ____ No

When considering employment training, what educational sources has your firm utilized in meeting needs?

____ Gateway Technical Institute
____ Manufacturer (vendor) schools -
Please specify: _____
____ Proprietory schools -
Please specify: _____
____ University of Wisconsin - Madison
____ University of Wisconsin - Whitewater
____ University of Wisconsin - Extension
____ American Management Association -
Please specify: _____
____ Other (please specify): _____

How can Gateway improve its role in preparing students for employment:

____ Provide more short-term program offerings
____ Provide more program offerings at outreach locations
____ Increase length of training
____ Increase publicity concerning program offerings

Would you like to have a Gateway Technical Institute coordinator visit you to discuss training needs?

____ Yes ____ No

Comment: _____

Have you employed persons who have received their training from Gateway?

____ Yes ____ No If yes, what positions: _____
_____

If yes, what is your opinion of how well the Gateway students were prepared for employment:

____ Excellent (student is capable of maximum productivity with minimum of on-the-job training)

____ Above average (student requires some specialized training from the employer in certain aspects of the job)

____ Average (student is generally capable of doing the job)

____ Below Average (student needs training because subject matter learned at the school is not adequate)

____ Poor (student must learn much on the job that is not taught at the school)

Thank you for your participation in the survey. Please return the questionnaire the enclosed self-addressed envelope.

EXHIBIT C

WALWORTH COUNTY ASSESSMENT SURVEY

R E M I N D E R

Before we schedule personal visits of those industries and businesses that have not returned assessment surveys, we are making one more appeal to include data from your survey.

If you have not returned your survey, please give this card your immediate attention.

If you have lost your survey, call Research and Planning Services at (414) 656-6953 and another survey will be sent immediately.

-- Jack Banerdt
Coordinator of Research
Gateway Technical Institute

EXHIBIT D

PERSONAL INTERVIEW

Walworth County Needs Assessment Study

PURPOSE OF THE STUDY

The major purpose of the study is to determine from businesses and industries how Gateway could attract their employees to better serve manpower training needs. In addition, the study will identify what services Gateway can offer to meet training needs and what direction employers are taking in enabling employees to update skills.

STATUS OF THE STUDY

Two mailings were made--October 18 and November 4. The original mailing included 140 businesses and industries in Walworth County.

A postcard was sent on November 18 making one last appeal for the return of the survey and alerting the businesses that Gateway staff would be contacting non-respondents during the month of December.

As of this date, we have received 77 returns.

Both Mr. Pierce and Dr. Mills have suggested that Research and Planning Services involve the coordinators in a follow-up of non-respondents. This is why we have contacted you to be a part of the data collection process.

SUGGESTED PROCEDURE FOR INTERVIEW

1. Make personal call, wherever possible. With a personal call, you will be able to establish rapport and answer any questions about Gateway's programs and services.

2. You should call ahead to set an appointment and state your purpose. This may result in many different actions; i.e., they will immediately send their survey form back, or they might suggest that you send them another survey form with a self-addressed return envelope, or they might wish to respond to the survey over the phone, or they might encourage you to come visit them.

3. The packet of materials (list of contacts assigned to you and sufficient survey forms with envelopes) has been put together wherever possible in consideration of your area of responsibility and expertise.

4. Please return your completed surveys and list by December 22, 1982.

5. If we get any returns while the interview process is going on, I will call you immediately.

Please call me if you have any questions.

---Jack Banerdt
Coordinator of Research
Gateway Technical Institute
December 2, 1982

cc: K. Mills
J. Pierce
N. Covelli

ERIC Clearinghouse for Junior Colleges
8118 Math-Sciences Building
University of California
Los Angeles, California 90024
JUN 17 1983